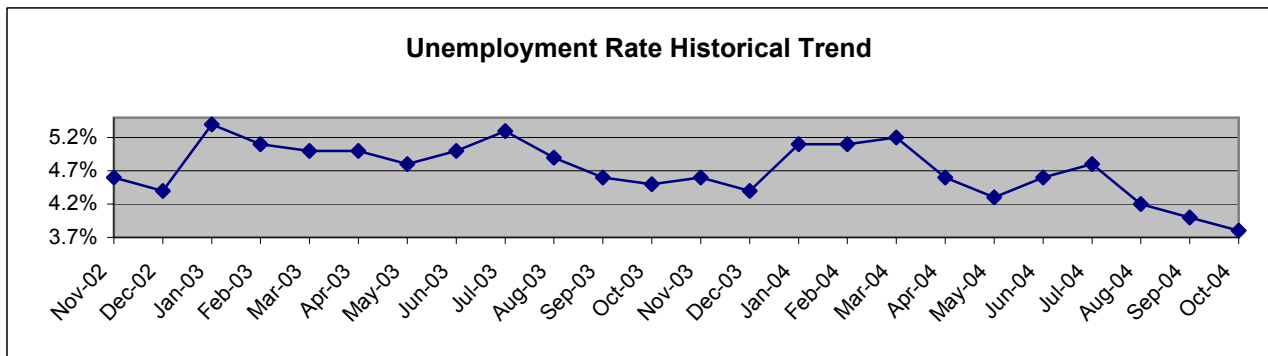


IMMEDIATE RELEASE
 SANTA ROSA METROPOLITAN STATISTICAL AREA (MSA)
 (Sonoma County)

The unemployment rate in Sonoma County was 3.8 percent in October 2004, down from a revised 4.0 percent in September 2004, and below the year-ago estimate of 4.5 percent. This compares with an unadjusted unemployment rate of 5.6 percent for California and 5.1 percent for the nation during the same period.



Industry	Month to month changes				Year to year changes		
	Sep-2004	Oct-2004	Change		Oct-2003	Oct-2004	Change
Total Jobs	188,800	189,400	600		187,300	189,400	2,100
Farm Jobs	6,700	6,100	(600)		6,500	6,100	(400)
Nonfarm Jobs	182,100	183,300	1,200		180,800	183,300	2,500
Natural Resources and Mining	200	200	0		300	200	(100)
Construction	13,500	13,400	(100)		13,300	13,400	100
Manufacturing	25,000	25,000	0		25,100	25,000	(100)
Trade, Transportation and Utilities	34,000	34,200	200		33,800	34,200	400
Information	3,800	3,800	0		3,900	3,800	(100)
Financial Activities	10,200	10,200	0		10,200	10,200	0
Professional and Business Services	19,600	19,800	200		19,000	19,800	800
Educational and Health Services	22,800	22,900	100		22,600	22,900	300
Leisure and Hospitality	20,400	20,100	(300)		19,800	20,100	300
Other Services	6,100	6,100	0		6,200	6,100	(100)
Government	26,500	27,600	1,100		26,600	27,600	1,000

Notes: Data not adjusted for seasonality

Data may not add due to rounding

Additional data are available on-line at www.labormarketinfo.edd.ca.gov